

# DALLAS

Annual Statistical Number

Volume 14, No. 1

JANUARY, 1935

Price, 15 Cents



Photo by Lloyd M.

# Honor Roll

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section

Date Est.	Years Old	Name	Classification or Slogan
1869	65	The Schoellkopf Co.	Famous the World Over.
1872	63	E. M. Kahn & Co.	One policy, one ownership, one location for more than 60 years.
1872	63	Huey & Philp Hardware Co.	Wholesale Hardware.
1872	63	Stewart Title & Guaranty Co.	Abstracts of Titles.
1873	62	Moore & Co.	Wholesale Sash, Doors and Moulding.
1875	60	Higginbotham Pearlstone Hardware Co.	Wholesale Hardware.
1875	60	Dallas Transfer & Terminal Warehouse Co.	Warehousing.
1876	59	Chas. Ott, Inc.	Safes, Guns and Locksmiths.
1876	59	Cowser & Co.	Lumber and Millwork.
1876	59	Dallas Coffee & Tea Co.	Wholesale Coffee and Teas.
1876	59	Fakes & Co.	Wholesale and Retail Furniture.
1876	59	Chas. L. Deiter & Co.	General Insurance Agents.
1876	59	Griffiths & Co.	Lumber, Building Material and Roofing.
1876	59	Trezevant & Cochran.	General Insurance Agents.
1878	57	Fulton Market	Fine Meats.
1882	53	Will A. Watkin Co.	Pianos. Over 50 Years in Dallas.
1883	52	Barrow, Wade, Guthrie & Co.	Accountants and Auditors.
1883	52	Western Newspaper Union.	Newspaper Syndicate Service.
1883	52	Taber's, Inc.	Old English Silver and Antique Jewelry.
1884	51	Henry Pollack Luggage	Luggage, Best on Earth.
1884	51	Texas Paper Co.	Wholesale Paper.
1884	51	Gibbard Investment Co.	First Mortgage Loans.
1884	51	O. K. Harry Steel Works	Sheet Metal Manufacturers.
1884	51	R. H. Dearing & Son	Drilling Contractors and Oil Producers.
1885	50	Mother Steel Co.	Structural Steel, Concrete Bars, and Ornamental Iron Works.
1886	49	Boedecker Ice Cream Co.	Finest Ice Cream Plant in the South.
1887	48	Dallas Ice Factory	"Kler Kold" Manufacturers and Distributors.
1887	48	Metropolitan Business College	Stenographic, Secretarial, Accounting and Bookkeeping.
1888	47	I. Reinhardt & Sons Co.	All Kinds of Insurance.
1889	46	Fred L. Lake Co.	Rubber Stamps.
1889	46	J. W. Lindsley & Co.	Real Estate, Insurance and Bonds.
1890	45	J. M. Colville & Son	Printing and Advertising.
1891	44	Gray & Graham	Texas' Leading Tailors.
1891	44	Jno. Deer Plow Co.	Agricultural Implements and Tractors.
1892	43	The Egan Co.	Printers and Publishers.
1892	43	Sam Dysterbach Co.	The People's Department Store.
1893	42	Robert Nicholson Seed Co.	Garden, Field and Flower Seeds.
1893	42	Fleming & Sons, Inc.	Manufacturers of Paper and Paper Products.
1894	41	Southern Coal Co.	Wholesale Coal.
1895	40	Austin Bros.	Steel Fabricators.
1895	40	Hunt Grocery Co.	Complete Food Department Under One Roof.
1895	40	Fulton Bag & Cotton Mills	Burlap and Cotton Bags, Tents and Tarpaulins.
1896	39	Briggs-Weaver Machinery Co.	Industrial Machinery and Supplies.
1896	39	Sparkman-Holtz-Brand, Inc.	Homelike Environment for Funeral Services.
1897	38	Anderson Furniture Co.	Complete Home Furnishings.
1897	38	Fishburn-Oriental Dyeing & Dry Cleaning Co.	Where Cleanliness Is King.
1900	35	Dallas Tent & Awning Co.	Awnings, Tents and Canvass Goods.
1900	35	Packinghouse Market	High Grade, Fresh and Cured Meats.
1900	35	The Murray Co.	Manufacturers of Cotton Ginning Machinery.
1901	34	Mason Engraving Co.	Steel and Copper Plate Engraving.
1901	34	Dallas Plumbing Co., Inc.	Plumbing and Heating Contractors.
1902	33	The Exline-Lowdon Co.	Lithographing and Printing.
1902	33	Cullum & Boren Co.	Sporting and Athletic Goods.
1902	33	S. L. Ewing Co.	Typewriters, Adding Machines and Supplies.
1903	32	Republic Insurance Co.	Fire Insurance.
1903	32	Harry Kahn Plumbing Co., Inc.	Plumbing and Heating Contractors.
1903	32	Southwestern Life Insurance Co.	Life Insurance. A Texas Institution.
1903	32	Brown Cracker & Candy Co.	Wholesale Crackers and Candy.
1904	31	Atlas Metal Works	Metal Manufacturers.
1905	30	Schooler, Bird & Co.	Public Accountants and Auditors.
1906	29	Dallas Title & Guaranty Co.	Oldest in Texas.
1906	29	Dallas Towel Supply Co.	Linen Supply Service.
1910	25	Ware Rubber Co.	Exclusive Fire Distributors. Quality and Service.
1911	24	Graham-Brown Shoe Co.	Manufacturers and Jobbers of Shoes and Boots.
1912	23	American Transfer & Storage Co.	Warehousing, Local and Long Distance Moving.
1913	22	Wyatt Metal & Boiler Works	Steel Plate Fabricators and Metal Workers.
1914	21	Hart Furniture Co.	Complete Home Furnishings.
1916	19	J. H. Shelton	Ford Cars, Parts, Etc.
1920	15	Dallas Union Trust Co.	Investment Stocks and Bonds.
1922	13	Adleta Show Case & Fixture Manufacturing Co.	Fixture Manufacturers of All Kinds.











## DALLAS CHAMBER OF COMMERCE OFFICERS

R. L. THORNTON - - - - - President  
HUGO SCHOELLKOPF - - - Vice-President  
W. A. GREEN, JR. - - - Vice-President  
EDWARD T. MOORE - - - Vice-President  
J. BEN CRITZ - - - Vice-Pres. & Gen'l Mgr.  
A. V. LANE - - - - - Treasurer  
C. J. CRAMPTON - - - Executive Secretary

## DIRECTORS

### 1935 TERM

T. E. Jackson C. F. O'Donnell  
Don H. Houseman W. L. Prehn  
A. R. Marquis R. L. Thornton  
Otto Schubert, Jr.

### 1935-36 TERM

Nathan Adams Arthur L. Kramer  
W. A. Green, Jr. L. B. Denning  
John W. Carpenter J. B. Adoue, Jr.  
Rae Skillern

### 1935-37 TERM

Fred F. Florence Edward T. Moore  
D. A. Little H. A. Olmsted  
A. M. Matson Hugo W. Schoellkopf  
Ernest R. Tennant

## STAFF

Z. E. Black - - - Retailers, Conventions  
E. M. Fowler - - - Financial Secretary  
Clyde V. Wallis - - - Industrial  
Sam Goodstein - - - Transportation  
L. A. Bell and C. R. Lancaster - Membership  
E. F. Anderson - - - Wholesalers  
H. W. Stanley - - - Trade Extension  
Earl Y. Bateman - - - "Dallas"  
Miss Geneva Carr - Road Information Bureau  
Mrs. Uneta Brown - - Junior Chamber

# DALLAS

Published Monthly by the

## DALLAS CHAMBER OF COMMERCE

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EARL Y. BATEMAN, Business Manager

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**SHE'D BE MORE VALUABLE  
WITHOUT**

*Smoked  
Glasses*

● If she's working in poor light, of course she makes mistakes — and gets tired before the day is over! She might just as well be saddled with smoked glasses!

**Give Your Business  
a Sight Meter Test**



This is the Sight Meter, a scientifically accurate device for measuring light. It shows how much light you are getting and whether it is sufficient for your needs. For a Sight Meter test in your business or home, Phone 2-9321.

**W**ORKERS need more than just willingness and skill. They must have light to work efficiently. There is a proper lighting level for every task. If you provide less light than is needed, you must expect fatigue and eyestrain, with resultant mistakes and slowed up production.

Avoid the handicap of inadequate lighting. Have a Sight Meter test in your office, store or factory, and find out exactly how much light is present. The Sight Meter measures light accurately and shows whether it is sufficient for various tasks. Ask your electric service company for a free lighting survey and consultation. It's business economy to know about your light.

**DALLAS POWER & LIGHT COMPANY**



# Officers and Committees Named for 1935

**A**T the December membership meeting three new directors were elected by the membership to serve for the ensuing three years and four retiring directors were re-elected. The directors, at their second session after the annual meeting, re-elected all officers for another year, and at the first meeting in January appointed a complete roster of standing committees for the year.

The personnel of officers, directors and committees for 1935 is as follows:

## Officers

R. L. Thornton, president; Hugo W. Schoellkopf, vice-president; W. A. Green, Jr., vice-president; Edward T. Moore, vice-president; J. Ben Critz, vice-president and general manager; A. V. Lane, treasurer; C. J. Crampton, executive secretary.

## Directors

1935 Term: T. E. Jackson, Don H. Houseman, A. R. Marquis, C. F. O'Donnell, W. L. Prehn, R. L. Thornton, Otto Schubert, Jr.

1935-36 Term: Nathan Adams, W. A. Green, Jr., John W. Carpenter, Arthur L. Kramer, L. B. Denning, J. B. Adoue, Jr., Rae Skillern.

1935-37 Term: Fred F. Florence, D. A. Little, A. M. Matson, Edward T. Moore, H. A. Olmsted, Hugo W. Schoellkopf, Ernest R. Tennant.

## Trinity River Committee

John W. Carpenter, chairman; W. S. Mosher, E. P. Simmons, W. Hal Noble, Hugh E. Prather, Dr. J. B. Cranfill, Frank P. Holland, Albert L. Reed, John M. Fouts, Captain J. F. Lucey, Dr. C. C. Selecman, Col. W. E. Talbot, Martin Weiss, Tom C. Gooch, A. O. Andersson, Homer R. Mitchell, F. F. Florence, Nathan Adams.

## Transportation Committee

C. E. Hinds, chairman; J. E. Farrow, H. B. Lockett, A. C. Valentine, F. R. Horton,

B. H. Pitman, S. A. Sutherland, A. J. Stone, Jack Estes, Gus K. Weatherred, L. L. Roberts, A. L. Reed, S. E. Johnson, F. G. Robinson, L. O. Langley.

## Texas State Museum Committee

Dr. E. W. Shuler, chairman; Wylie A. Parker, J. E. Lee, Mrs. Ed Sewell, T. O. Briggs.

## Budget, Finance and Examining Committee

A. H. Bailey, chairman; L. B. Denning, Jack D. Gillespie.

## Legislative Committee

Will R. Harris, chairman; George T. Burgess, Gilbert H. Irish, Paul Carrington, Luther Jordan, Claude Littlepage, C. F. O'Donnell, Sawnie H. Aldredge, John E. Morriss, Judge W. M. Holland, M. M. Chrestman.

## Referendum Committee

George Waverley Briggs, chairman; J. M. Penland, Edward T. Moore, E. L. Flippen, Joe Brown, Herman Philipson, James P. Griffin, Jack Burrus, F. F. Florence, W. J. Morris.

## Foreign Trade Committee

Fred E. Johnston, chairman; W. H. Whittekin, C. J. DeWoody, Ralph H. Kinsloe, Lewis R. Ferguson, Fred L. Penn, H. A. Olmsted, A. M. Matson, Dwight Dill, Horace P. Eller.

## Aviation Committee

B. B. Owen, chairman; F. F. Florence, J. Fred Schoellkopf, Jean Knox, Luther Jordan, A. J. Reinhart, J. D. Gillespie, Henry Willard, James K. Wilson, W. V. Ballew, Col. W. E. Easterwood, J. B. Adoue, Jr., L. B. Denning, Joe F. Leopold, Wee Wilson, D. L. Whittle, Alphonso Ragland, Jr., Peyton L. Townsend, C. C. English, Royal A. Ferris, Jr., W. A. Green, Jr., Owen M. Murray, E. N. Noyes, Lawrence S. Pollock.

## Military Affairs Committee

G. W. Davis, chairman; Col. B. R. Wade, Captain B. S. Thompson, Col. W. E. Talbot, Lieut. Col. Murrell L. Buckner, Captain E. Ramsey, Major F. F.

Bell, Col. T. J. Moroney, Lieut. W. W. Browning, Lieut. Joe J. Murray, Captain Ross H. Forney, Captain Allen Merriam, Lieut. Col. J. E. Speight, Captain S. A. Stewart, Col. W. E. Easterwood, Captain Thomas G. Murnane, Lieut. William C. Grant, Major R. E. Freid, Major Carl Strong, Col. R. L. Coleman, Arthur D. Hopkins, Major Earl Z. Crowdus.

## Highway Committee

W. W. Gibbard, chairman; W. B. March, vice-chairman; T. M. Cullum, J. P. Stephenson, J. W. Slaughter, J. J. Simmons, Jean Knox, Joe E. Lawther, W. M. Holland, F. H. Alexander, W. G. Cullum, Owen M. Murray, Howard Parks.

## Agriculture and Live Stock Committee

Nathan Adams, chairman; George Miller, R. B. George, Otto Herold, D. T. Davis, Frank P. Holland, John E. Owens, A. L. Ward, John W. Carpenter, R. B. Gallo-way.

## Trade Extension Committee

A. H. Bailey, chairman; Fred Brown, George Coffey, Justin McCarty, A. M. Matson, Morris Friedman, J. Oscar Davis, W. T. Davis, Lester Lorch, J. Durrell Padgett, A. H. Mittenthal, Homer Puckett, J. B. O'Hara, E. T. Fleming, R. H. Crocker.

## Traffic and Safety Committee

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## Oil and Gas Committee

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## Athletic Committee

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(Continued on Page 12)



# Statistical Record for 1934

All Figures for Year Show City's Steady Increase in Population  
and Marked Growth in Business Volume

## Building Permits

Building permits for Greater Dallas totaled \$3,672,204 during 1934, the highest total since 1931. Dallas furnished \$2,822,984 of this total, University Park \$590,675 and Highland Park \$260,765.

Permits by years for the last five years, for Greater Dallas, were:

1930 .....	\$11,116,578
1931 .....	9,092,666
1932 .....	2,960,277
1933 .....	2,579,194
1934 .....	3,672,204

Following is a month-by-month record of building in Greater Dallas in 1933 and 1934:

	1933	1934
January .....	\$204,476	\$251,881
February .....	293,104	257,211
March .....	137,251	347,551
April .....	188,757	264,571
May .....	312,249	325,486
June .....	247,244	294,973
July .....	266,242	202,944
August .....	272,573	278,741
September .....	175,439	199,333
October .....	173,090	281,489
November .....	157,870	776,538
December .....	150,899	191,486

The above figures, of course, do not include the extensive residential building program that is now under way north of the city, in the Northwest Highway and Preston Road districts, or in other rapidly developing residential areas outside the corporate limits of the three cities that make up Greater Dallas. During the last year a number of fine country homes and estates were built in these regions and a great many are under construction at this time. If the cost of these could be added to the above totals, the city's building figures would probably exceed \$4,500,000 for the year.

\* \* \*

## Population

The last official count of population made by the Bureau of the Census at Washington gave Dallas a total of 260,475 persons, Highland Park 8,422 and University Park 4,200, or a total of 273,097 for Greater Dallas. The official figures for the Metropolitan Area were 309,658.

As of July 1, 1933, the Census Bureau made an official estimate of the population of Dallas proper of 278,000. Applying the same percentage of increase to Greater Dallas and the Metropolitan Area, the population of Great-

er Dallas would be 291,505 and of the Metropolitan Area 331,244.

These estimates are as of July 1, 1933, eighteen months ago. In view of the very marked increase in the rate of the city's population growth since that date, the following current estimates of population are believed to be conservative:

Dallas .....	280,000
Greater Dallas .....	295,000
Metropolitan Area .....	335,000

\* \* \*

## Bank Deposits and Resources

Dallas bank deposits and resources reached a new all-time high during 1934. Following is a record of deposits as of December each year for the last five years:

1930 .....	\$162,331,219
1931 .....	143,803,983
1932 .....	139,636,629
1933 .....	160,505,960
1934 .....	195,413,335

The record of bank resources, also as of the end of December each year, for the last five years, is as follows:

1930 .....	\$201,427,329
1931 .....	180,771,647
1932 .....	175,393,362
1933 .....	195,951,520
1934 .....	227,863,843

\* \* \*

## Bank Debits

Dallas bank debits for 1934 totaled \$1,954,883,000, the highest total since 1931. Debits by years for the last five years follow:

1930 .....	\$2,640,868,000
1931 .....	2,001,186,000
1932 .....	1,584,863,000
1933 .....	1,602,176,000
1934 .....	1,954,883,000

Debit figures by months for 1933 and 1934 are given below:

	1933	1934
January .....	\$122,484,000	\$162,073,000
February .....	109,397,000	148,364,000
March .....	97,141,000	162,556,000
April .....	110,679,000	154,178,000
May .....	116,262,000	156,807,000
June .....	126,031,000	166,229,000
July .....	131,765,000	147,298,000
August .....	124,396,000	159,124,000
September .....	150,578,000	173,515,000
October .....	171,263,000	183,144,000
November .....	164,407,000	156,891,000
December .....	177,773,000	184,704,000

## Bank Clearings

Dallas bank clearings for 1934 totaled \$1,743,402,706, the highest since 1931 and a large gain over 1933. The record of clearings for the last five years follows:

1930 .....	\$2,122,365,121
1931 .....	1,804,731,049
1932 .....	1,381,360,953
1933 .....	1,401,169,881
1934 .....	1,743,402,706

Following is a month-by-month comparison of bank clearings in Dallas in 1934 and 1933:

	1933	1934
January .....	\$108,286,969	\$139,591,438
February .....	94,726,377	130,880,757
March .....	80,860,931	142,228,068
April .....	93,867,546	138,576,781
May .....	102,218,071	137,866,428
June .....	106,589,427	143,540,469
July .....	110,367,150	134,825,412
August .....	108,805,738	143,147,926
September .....	138,415,066	155,217,758
October .....	157,947,100	174,747,253
November .....	152,650,592	149,130,373
December .....	146,434,914	153,650,043

\* \* \*

## Postal Receipts

Dallas postal receipts for 1934 totaled \$3,475,521, and for the last five years were:

1930 .....	\$3,797,916
1931 .....	3,524,236
1932 .....	3,343,292
1933 .....	3,307,899
1934 .....	3,475,521

Following is a month-by-month comparison of 1933 and 1934 postal receipts:

	1933	1934
January .....	\$273,091	\$295,369
February .....	256,690	269,836
March .....	257,736	279,407
April .....	258,637	273,174
May .....	268,773	281,454
June .....	252,684	275,177
July .....	245,757	249,868
August .....	280,851	282,152
September .....	266,829	286,748
October .....	325,022	331,923
November .....	290,390	283,683
December .....	331,439	348,730

\* \* \*

## Assessed Valuations

Assessed valuations for the City of Dallas for 1934 were \$243,703,900, for Highland Park \$14,808,568, and for University Park \$8,505,483, a total of \$267,017,051 for Greater Dallas. This total compares with \$266,962,719 for 1933.

## Water Meters

Water meters in use in Dallas at the end of 1934 totaled 61,236, the highest December total in the city's history.

Meters in use at the end of December, for the last five years, were:

1930	60,300
1931	60,911
1932	60,690
1933	60,944
1934	61,236

The above figures are for Dallas only and do not include Highland Park, University Park or other suburban areas. If figures from these districts were available and could be added to the above totals, the increase would probably be much greater, as these districts are growing in population at a much more rapid rate than the older sections of the city included in the Dallas corporate limits.

\* \* \*

## Telephones

Telephones in use in Dallas at the close of 1934 were approximately 70,000, the exact figures not being available for the end of December at the time of going to press. End-of-the-year figures for the last five years were:

1930	69,732
1931	70,911
1932	68,232
1933	67,097
1934	70,000

\* \* \*

## Gas Meters

Gas meters in service in Dallas at the end of December totaled 66,362, the highest total in the city's history.

Meters in service at the end of December, for the last five years were:

1930	66,041
1931	65,974
1932	63,643
1933	64,926
1934	66,362

\* \* \*

## Light Meters

Light meters in use at the end of December totaled 70,496, the highest total on record, an increase of more than two thousand over the same date a year ago. Meters in service, as of the end of December, for the last five years were:

1930	68,691
1931	69,012
1932	67,372
1933	68,295
1934	70,496

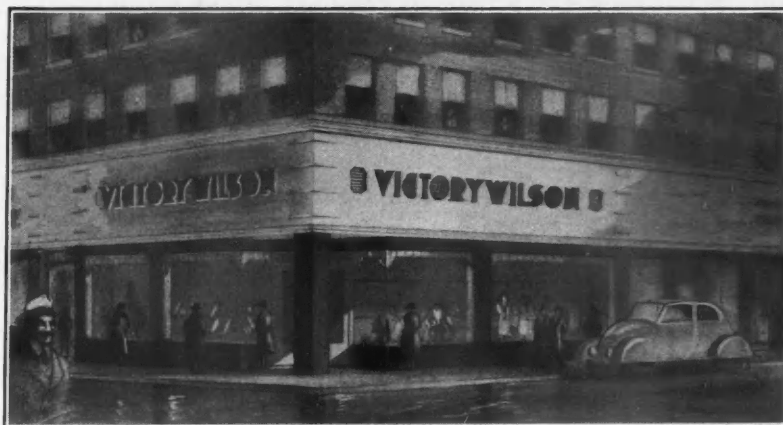
\* \* \*

## Motor Vehicles

Motor vehicles registered in Dallas County at the close of 1934 were approximately 88,300, a new record. Registrations by years for the last five years were:

1930	83,641
1931	85,680
1932	88,025
1933	86,690
1934	88,300

## Men's Clothing Firm's New Home



The above is an artist's sketch of the new home of Victory-Wilson, Inc., on the southwest corner of Main and Akard streets, which is at present being remodeled inside and out in preparation for occupancy about February 1st. In addition to their regular line of men's suits, overcoats and accessories, the company has recently added a Custom Tailoring Department. Jas. K. Wilson is president of the company and A. H. Patterson is store manager.

# First National Bank Summarizes 1934 Business Developments

Following is a summary of a review of business conditions at the end of 1934, issued by the First National Bank in Dallas:

The year 1934 closed with general business and industrial activity at the highest level since 1930. Most indexes of operations advanced in the closing weeks of the year, contrary to expectations, following a period in which activity was at levels almost as low as in the year 1932, generally regarded as the low point of the depression.

Despite these sharp fluctuations, it now appears that for the entire period a slight gain (about four per cent) was recorded from 1933. This was somewhat less than the increase in 1933 from 1932, but several developments in the period appear to have retarded recovery rather than to have aided it.

National income in the year in all probability was larger than in 1933, but the amount of gain is not available at present. Most of the increase was in manufacturing payrolls which were up about thirty-five per cent in the year. Many industries, operating under codes, raised wage rates and reduced hours so that, while individual incomes might not have changed materially, total payments were larger. Farm income also showed a marked improvement despite crop failures in some sections. Gross income, including payments of the AAA, exceeded \$6,000,000,000, a gain of about twenty per cent from 1933.

This increased purchasing power was reflected in retail channels, and department store sales in the entire country in

the year were about fourteen per cent ahead of 1933.

Most of the improvement in the year was in the consumer industries. Building activity, despite the huge sums spent by the Government, is still much below normal, and industrial expansion in the form of new plant and equipment purchases has been nominal, in part because of increased costs of operation and limited possibilities of profit.

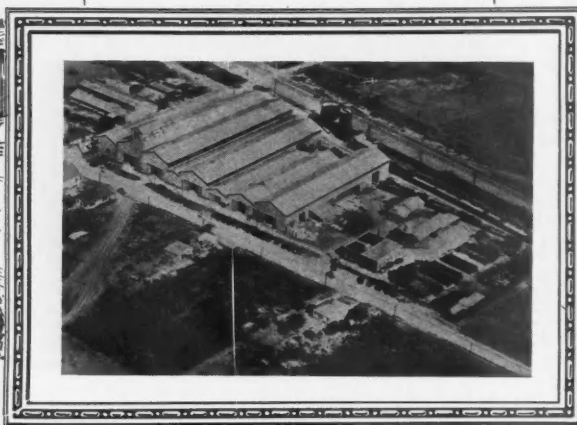
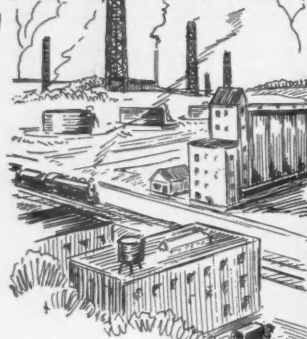
While some conditions which disturbed business in 1934 no longer are regarded with alarm, there are many problems far from being solved, including unemployment, which is nearly as great as a year ago; relief burdens, which are even greater, and the unbalanced budget.

As 1935 gets under way, conditions seem a little better than for some time. Operations in the steel industry increased in December to thirty-three per cent of capacity, the highest rate in six months, and consumption of electricity was at a higher rate for this season of the year than since 1930. Large shortages in the durable goods industry and other industries await the resumption of normal recovery processes.

## Farm Implement Sales Due to Increase

Dun & Bradstreet, Inc., report that farm implement manufacturers, cheered by the improvement in farm income, expect spring business to be the largest since 1930. Estimates running as high as 100 per cent improvement in the industry are being made by the manufacturers.

# INDUSTRIAL DEVELOPMENT



## LEADING DALLAS INDUSTRIES

Plant of Wyatt Metal & Boiler Works, 1901 West Commerce St.

## New Concerns

Eighty-nine new businesses were established in Dallas during December, including eighteen wholesalers and distributors, forty-two retailers, four manufacturers, four oil companies and twenty-one miscellaneous. Included in these classifications were sixteen branches of national concerns. The total for the year was 1,214 new business enterprises.

\* \* \*

### Manufacturers

B. Benno, 1807-A Main St. Ladies' wear.

Kibele Manufacturing Company, 5101 Maple Ave. Manufacturers of oil field equipment. Plant moved from San Antonio.

Knox Manufacturing Co., 3609 Main St. Manufacture of household specialties.

Rite-Way Food Stores Bakery, 7503 Maple Ave. Bread.

\* \* \*

### Wholesalers and Branches

Abbott Laboratories, Chicago, Ill., manufacturing chemists, leased space in Second Unit of Santa Fe Building for new Southwestern distributing branch soon to be opened.

American Gas Products Corporation, New York. Heating equipment. W. R. McCormick, 6018 Lewis St., district representative.

Burdett Oxygen Company of Texas, 3002 Canton St.; sales branch and warehouse. Glenn Gammon, manager.

M. M. Cherry, Jr., 308 South Harwood St. Motion picture films.

M. S. Foster, 3117 Commerce St. Engines.

W. W. Grainger, Inc., 1118 Jackson St. Electrical equipment. Ed Lamberty, manager. Home office, Chicago.

A. L. Ingalls Company, 401 Insurance Bldg. Manufacturers' agent, representing Cambridge Glass Company and Pickard China Company.

Thomas J. Lipton, Inc., Hoboken, N. J. Reopening office at 715 Mercantile Bldg., closed one year ago. William Sterling, division manager.

Mary Dean Manufacturing Company, 410 Santa Fe Bldg. Dresses. Willard Cook, manager. Home office, Kansas City, Mo.

Middle States Company, 413 North Akard St. Shippers' supplies. Raymond S. Feinberg, manager.

Old Style Lager Distributing Co., 3200 Main St. Wholesale beer.

Round Oak Furnace Company, Dowagiac, Mich. John A. Campbell, 2912 Hall St., district representative for Texas, Arkansas and Louisiana.

R. M. Sedwick Company, 412 Construction Bldg. Brokers.

Southern Cleaners' & Tailors' Supply Co., 1301 Jackson St.

C. R. Valentine, 408 South Pearl St. Wholesale beer.

Van Meter Bros., 2205 Leonard St. Vending machines.

W. B. Meat Company, Second Unit, Santa Fe Bldg. Wholesale meats.

Western Automatic Machine Screw Sales Company, 2612 Commerce St. Automotive equipment. Home office, Elyria, Ohio.

## Oil

H. & F. Corporation, incorporated for \$10,000 by H. E. Preston, F. D. Preston, G. M. Workman. Mineral development. Headquarters, Dallas.

Nugas Corporation of Texas, 604 Republic Bank Bldg. W. H. Vaughn, president; S. Gordon Hall, vice-president and general manager. To manufacture motor fuels.

Haynes B. Ownby Drilling Company, 1204 Magnolia Bldg. Drilling contractors.

Texas-Owynee Mining & Development Co., incorporated for \$600,000 by Harry L. Cook, G. L. Robinson and Lauren Smith, with headquarters in Dallas.

\* \* \*

## Miscellaneous

Pierre F. Brannon Dry Cleaning Co., 4311 Bryan St.

George E. Christensen, 332 Fidelity Bldg. Architect.

D. C. Hall Motor Transportation, 3201 Worth St.

Inca Amusement Co., Inc., 400 South Harwood St. Theaters.

Johnson & Company, 410 Southland Life Bldg. Brokers.

Martyn Roofing & Sheet Metal Co., 3900 Pacific Ave.

McInnish Nursery, 3610 Ross Ave. Mullin's Dairy, Inc., 2125 North Harwood St.

Mutual Advertising Agency, 533 South Ervay St.

Rich Mountain Quick Silver Co., 804 Burt Bldg.

United States Government—National Recovery Administration regional office for Texas, Oklahoma, Arkansas and



New Mexico; Athletic Club Bldg. Ernest L. Tutt, director.

United States Government—Home Owners Loan Corporation, regional collection office, Cotton Exchange Bldg. Joseph Smith, regional manager.

United States Government—Internal Revenue (Legal Department), Federal Building. Shelby Faulkner in charge.

\* \* \*

## Expansions

The Dallas Brewery, Inc., 309 Dundee St. Planning enlargement of plant and addition of new equipment to cost \$50,000, to increase production for spring and summer demand. L. J. Otto has bought a substantial interest in the brewery.

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The plant and business of the Big Boy Pie Company, 1025-27 South Beckley Ave., has been purchased by J. A. Schoepell, who recently came to Dallas from Chicago. The company, which supplies restaurants and other retail outlets, is now operating five delivery trucks and is planning an expansion program.

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The Zenith-Casino Cleaning & Dyeing Company has announced plans for completely rebuilding and enlarging its plant at Carroll and Columbia. At a cost of \$40,000, the present building is to be remodeled and more space added. F. J. Woerner & Company are the architects, Vivrett & Vivrett the general contractors. T. E. Milholland is president of the company, Knolan Bertucci, vice-president and treasurer.

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## Pants Manufacturer Plans Expansion

Signing of a new lease, an expansion program for 1935 and distribution of a bonus to all employees has been announced by J. M. Hagggar, president of The Hagggar Company, pants manufacturers.

The firm has leased an additional floor in the fourth unit of the Santa Fe Building, giving it three floors in that building. New equipment will be installed that will add 100 employees by February 1 and give the plant an increased capacity of about twenty per cent. Another plant, operated by the same company at Browder and Young Streets, will be continued.

A Christmas bonus of \$11,564 was divided among the company's 600 employees.

Mr. Hagggar said the expansion program was made necessary by advance bookings for 1935, which are one hundred per cent ahead of the same date last year. The company's 1934 business showed a gain of sixty-five per cent over 1933.

The Hagggar Company manufactures a complete line of work, dress and riding pants, and distributes its products throughout the South, Southwest, Middle West and Pacific Coast. The plant was established in 1925 with forty machines.



The following have made application and have been duly elected to full membership in the Dallas Chamber of Commerce by the board of directors:

McLemore & McLemore, 502 Fidelity Building; attorneys. Joe Lee McLemore.

McDonald & Campbell, 1305 First National Bank Bldg.; oil producers and drilling contractors. W. W. McDonald and R. B. Campbell.

Hiram Walker, Inc., Santa Fe Building; medicinal liquor. R. S. Sage, agent.

George M. Stuart-Florist, Inc., 1422 Commerce St.; florists. George M. Stuart, Jr.

Thomas Y. Pickett & Company, 1620 Kirby Bldg.; valuation and accounting engineers. Thomas Y. Pickett.

Dallas County Abstract & Title Company, 502 Southwestern Life Bldg.; abstracts and title insurance. M. W. Chapin.

The Superior Photo Engravers, Inc., 715½ North Ervay St.; photo engravers. H. R. Peters.

Nugas Corporation of Texas, 604 Republic Bank Bldg.; manufacturers of synthetic fuel. S. Gordon Hall.

W. J. Laidlaw, Inc., 1104 Dallas Bank & Trust Bldg.; insurance service. W. J. Laidlaw.

Frank R. Foster, Inc., 1101 Tower Petroleum Bldg.; oil producers. L. C. Webster.

D. Martin Thomas, 913 Mercantile Bldg.; dispensing optician.

Harry Harlan, 1103 Dallas Bank & Trust Bldg.; investments.

Wicker Fish & Poultry Company, Inc., 2112-14 Cadiz St.; wholesale and retail fish and poultry. D. E. Wicker.

Captain Norman D. Bailey, City Hall; Captain of Police.

Morris & Martin, 402 Fidelity Bldg.; general attorneys. J. H. Martin.

Home State Life Insurance Company, 906-10 Tower Petroleum Bldg.; life insurance. W. M. King.

George E. Christensen and W. O. Christensen, 332 Fidelity Bldg. Associated architects.

The Pink Sheet, 212 Fidelity Bldg. Mailing list publishers. E. W. Thweatt.

The Upjohn Company, 901 McKinney Ave. Pharmaceuticals. W. Fred Allen and D. H. Dowell.

Hughes Advertising Service, 411 North Lamar St. Signs and window display advertising. Floyd G. Hughes.

Addressograph Sales Agency, 1018 Santa Fe Bldg. Addressograph, Graphotype, Dupligrath and Speedamat machines and supplies. E. H. Denny.

Rock Island Lines, 118 Field St. C. B. Davis.

Mossler Acceptance Company, 606 Burt Bldg. Automotive financing. L. O. Perkins.

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## Air Conditioning Units to Be Made Here

The Carraway Engineering Company, manufacturers of air-conditioning equipment for commercial buildings and homes, has gone into production after several months of preparation in their plant at 613 North Pearl, T. W. Carraway, president, announced.

The J. B. Marshall Company, with Paul E. White as manager, has been appointed distributor for the company's production.

Preparations have been made for the manufacture and distribution of seventy-five commercial building installations and for at least 100 installations in homes during 1935.

Twenty-five employees will be used in the manufacturing plant.

The Carraway equipment is to be marketed under the name of Perfection-Aire and furnishes heat in winter and cool air in summer, at the same time ventilating the store or home with pure and properly humidified air. The equipment is completely automatic and is controlled by instruments. It is covered by a large number of patents held by Carraway, who is an engineer with a national reputation in the air-conditioning field.

## Annual Record of New Concerns

Below is a tabulation of new businesses established in Dallas, by years, from 1924 through 1934, by major classifications. Prior to 1931 new oil companies were listed in the "miscellaneous" classification:

	Mfg.	Wholesale	Retail	Misc'l	Oil	Branches	Total
1924 .....	54	87	323	182	.....	50	642
1925 .....	45	80	272	217	.....	96	683
1926 .....	45	73	176	147	.....	110	514
1927 .....	29	47	130	127	.....	88	400
1928 .....	49	69	144	164	.....	163	704
1929 .....	87	228	189	298	.....	221	802
1930 .....	83	208	219	268	.....	241	778
1931 .....	78	222	275	287	177	221	1,039
1932 .....	103	202	356	246	111	157	1,018
1933 .....	114	206	553	307	94	143	1,278
1934 .....	56	166	614	256	100	119	1,214

## Payrolls in Texas Show Increase

Employment and payrolls in Texas continued their upward swing in December, according to the Bureau of Business Research of the University of Texas. Reports to the Bureau from 1,573 Texas establishments for the week ending December 15 showed an increase of one per cent over the preceding month and an increase of 1.6 per cent above the same date of the preceding year. Payments were one per cent above the November figure and 5.1 per cent above the figure of the same date of the preceding year, indicating a slight increase in the average wage level.

The Bureau's report is compiled from figures from a wide variety of commercial and industrial establishments in all parts of Texas, and is accepted as a reliable index of industrial and commercial employment. It does not include agricultural employment.

Classes of establishments that have shown more than average increase in employment recently include women's clothing manufacturing, furniture manufacturing, newspaper publishing and retail stores. Cities showing greater than average increases in industrial and commercial employment were Beaumont, Dallas, Denison, El Paso, Fort Worth, Laredo, San Angelo and Waco.

## National Income Up Nine Billions

According to the current estimates of the Brookmire Economic Service, the national income of the American people for 1934 will be about 58.5 billion dollars, which represents a gain of approximately nine billion dollars over their 1933 estimate of 49.5 billion dollars.

This is the first real turning point in national income since the depression started, and the total gain will be the greatest for any one year since the turn of the century, according to Brookmire estimates. The next largest upturn was in 1925.

## Motor Car Obsolescence Outruns Replacements

Automobile men estimate that automobile obsolescence is still proceeding at a more rapid rate than placements, and that more than 3,000,000 additional motor vehicles will be scrapped in 1934. This will bring the aggregate junked cars for the five-year period, beginning in 1930, to approximately 15,000,000 units.

In consequence of this, unless new car sales in 1935 exceed the volume scrapped during the current year, automobile registrations next year will be at the lowest level since 1926. If all cars seven years and older were junked, a total of 9,000,000 new automobiles would have to be sold to restore registration to the 1930 level.

## CONVENTIONS

Following is a list of sales meetings and conventions scheduled to be held in Dallas during the last half of January and the first half of February, as announced by the Convention Department:

- Jan. 14-15—North Texas M. E. Conference, Pastors' and Laymen's Stewardship Institute.  
Jan. 15—Folger Coffee Company.  
Jan. 17-19—San Carlo Opera Company.  
Jan. 19—Pennzoil Company.  
Jan. 19-23—National Pigeon Association, R. D. Warren, 317 Dudley Road, Lexington, Ky.  
Jan. 25-26—Texas Association of Fairs, Ed C. Burris, Lufkin.  
Jan. 27-28—Frigidaire Sales Corporation.  
Jan. 28—North Texas M. E. Conference Missionary Institute.  
Jan. 28-Feb. 16—Spring Buying Season, Dallas Wholesale Market, E. F. Anderson, Dallas.  
Jan. 29-Feb. 1—U. S. Gypsum Company.  
Jan. 30—Texas Association of Life Underwriters, Sales Conference.  
Jan. 30—Cook Laboratories.  
Jan. —Episcopal Council, Diocese of Dallas, E. A. Belsterling, Dallas.  
Jan. —Procter & Gamble Manufacturing Co.  
Jan. —Indiana Goodwill Tour, en route to Mexico.  
Jan. —Dr. Pepper Company District Managers.  
Jan. —Sectional Meeting Boy Scout Council Officers.  
Jan. —North Texas Section, American Society of Mechanical Engineers.  
Jan. —Board Meeting Second District Texas Council of Parents and Teachers.  
Jan. —Firestone Tire & Rubber Company.  
Jan. —Pillsbury Flour Mills.  
Jan. —Peaslee-Gaulbert Corporation.  
Jan or Feb.—Indianapolis Life Insurance Company.  
Jan or Feb.—Graybar Electric Company.  
Jan. —Texas Theatre Owners Protective Association, I. S. Melcher, Arlington, Texas.

### FEBRUARY

- Feb. 4-6—Mid-Winter Clinic, Dallas County Dental Society, Dr. J. R. Swanson, Dallas.  
Feb. 5—Electric Household Appliances, Inc.  
Feb. 6—General Motors Fleet Sales Conference.  
Feb. 5-6—Texas Rexall Druggists, D. A. Dana, Fort Worth.  
Feb. 9-10—Salvation Army Young People's Conference for North Texas, Adj. W. S. Evans.  
Feb. 12—Texas Bankers Association, Fifth District, W. A. Philpott, Jr., Dallas.

## 1934 Texas Farm Crops Worth \$334,459,000

The United States Department of Agriculture estimates the total value of farm crops in Texas for 1934 at \$334,459,000, exclusive of payments by the Government. The estimate is 5.1 per cent below the 1933 value.

The 1934 value, however, was 43.5 per cents higher than the 1932 amount of \$233,126,000.

On December 1, the unit price of all Texas crops, except rice, peaches, pears and grapefruit, was higher than on same date last year, a factor which kept the total value of all crops near the 1933 level, "despite abnormally low yields."

Lower average yields in principal crops were cited as the cause of decreased value. The per acre yield of thirty-five important crops was calculated at 79.9 per cent of a 10-year average. Production of only small grains, potatoes and broom corn exceeded the previous year's yield. All fruit crops except grapes, however, were higher. Pecan production was fifty-four per cent of last year's crop.

The condition of winter wheat was placed at fifty-five per cent normal, with moisture conditions generally unfavorable. Sown acreage was placed at 4,373,000, an increase over last year and slightly under the average from 1929-32.

The cotton crop, valued at \$148,490,000, was the highest. Others included: Cotton seed, \$39,442,000; corn, \$39,451,000; wheat, \$22,917,000; oats, \$17,856,000; rice, \$6,113,000; truck crops, except potatoes, \$11,220,000; grapefruit, \$1,935,000; pecans, \$1,465,000; peaches, \$1,416,000, and oranges, \$562,000.

F. L. Eules, prominent local insurance executive, has been appointed manager of the Dallas branch office of the Life Insurance Company of Virginia, in the Tower Petroleum Building.

## Huge Pent-Up Demand for Durable Goods

B. C. Forbes, in Forbes Magazine (December 1 issue), makes the following estimate, based on careful research, of the pent-up demand for durable and capital goods, accumulated during the last five years, the supplying of which will more than restore business to normal levels:

NEEDS	TOTAL
1,000,000 homes needed at once.....	\$3,500,000,000
16,000,000 homes need \$375 (average) repairs and improvements	6,000,000,000
Paint.....	1,000,000,000
In wired homes:	
Electric Refrigerators (ten million).....	1,690,000,000
Electric Ranges (8,600,000).....	1,221,200,000
Washing Machines (3,825,000).....	210,375,000
26,000 dangerous grade crossings needing elimination in Eastern States alone.....	1,400,000,000
Paving or hard-surfacing 100,000 miles of highway.....	3,500,000,000
7,000,000 new passenger automobiles.....	4,375,000,000
1,000,000 new trucks.....	700,000,000
Accumulated deficit in railroad capital expenditures since 1928....	2,000,000,000
For new-type air brakes.....	290,000,000
Replacing railroad repair shop equipment over ten years old.....	1,300,000,000
New machinery in factories.....	8,000,000,000
New electrical equipment in factories.....	3,000,000,000
For municipal sewers and sewage-treatment plants.....	1,500,000,000
Radio sets.....	400,000,000
Roofs.....	450,000,000
Lumber.....	1,000,000,000
<b>GRAND TOTAL.....</b>	<b>\$41,536,575,000</b>

## Padgitt Heads Dallas Wholesalers

J. Durrell Padgitt was elected president of the Dallas Wholesale Merchants Association at a recent meeting of the Association's board of directors.

Mr. Padgitt, who was elevated from the vice-presidency, is president of the Sales Managers Club and has served several times as general chairman of trade trips fostered by the Dallas Chamber and the Merchants' Association. He is secretary-treasurer of Padgitt Bros.

Other officers named were J. M. Penland, O. H. Mann and J. Frank Martino, vice-presidents, and E. F. Anderson, who was renamed manager.

Five new directors were named: E. G. Wadel, E. L. Blanchard, J. Frank Martino, Hugo Schoellkopf and A. P. Johnston. There are ten holdover directors.

Dates for the style shows to be held during the annual spring buying season were announced as Tuesday, January 29, and Tuesday, February 5. Dates for the season will be January 28 to February 16. Usually three style shows are held.

## Dallas Oil Man Heads Independents

E. B. Germany, mayor of Highland Park and prominent Dallas oil operator, was elected president of the Independent Petroleum Association of Texas at its recent meeting in Austin. He succeeds Major J. R. Parten of Houston.

A new board of directors was named as follows: M. G. Blalock, Marshall; R. W. Brown, San Angelo; D. H. Byrd, Dallas; M. D. Bryant, San Angelo; Freeman Burford, Dallas; M. S. Church, Dallas; C. R. Cole, Laredo; R. L. Cannon, San Angelo; M. B. Davis, Pampa; Charles Dore, Houston; J. O. Fox, Jack Frost, E. B. Germany, W. E. Hunter, all of Dallas; B. W. Hardy, Austin; C. L. Morgan, Fort Worth; J. R. Parten, Houston; J. H. Reynolds, Cisco; J. A. Thompson, Fort Worth; B. F. Weekly, Fort Worth, and J. M. West, Jr., Houston.

## Dallas Leads State in Bank Debits

Bank debits are considered the best single index of business volume by many authorities. Based on this index, Dallas did nearly twenty-five per cent more business in 1934 than any other city in Texas or the Southwest. Dallas bank debits totaled \$1,954,883,000; debits of the second city totaled \$1,594,170,236.

Bank clearings showed an even better percentage in favor of Dallas. Dallas clearings were \$1,743,402,706; clearings of the second city were \$1,246,139,725.

Grade crossings on all Federal highways entering Dallas may be eliminated shortly with the assistance of the Public Works Administration and State Highway Department. O. H. Koch, director of public works, is now working on the plan.

## New Store One of Finest in Southwest



Above is a drawing of the new Skillern's Drug Store on Gaston Avenue opposite the Lakewood Country Club, said to be one of the finest retail store buildings in the Southwest. Fixtures are built of birch with a honey dew finish and trimmed with an overlay of chrome steel. The wall cases have a continuous lighted cornice with lighted soffits. Show cases are built in the modern step-up design with chrome steel overlay trim and com-

pletely lighted. The perfume bar has a lighted top, shadow displays and chrome foot rail. The fixtures were designed and built in Dallas by the Adleta Show Case & Fixture Manufacturing Company; glass used in the manufacture of the fixtures was furnished by the Pittsburgh Plate Glass Company, and the soda fountain was furnished by the Liquid Carbonic Company of Texas.

## Automobile Industry Plans Greatest Production Since 1930

What is the automobile industry going to do in the next year?

In the first place it is going to make more cars in 1935 than it has made in any year since 1930. In 1934 it made nearly three million units as compared with two million in 1933. It will make in 1935 an increase of from ten to fifteen per cent and may come close to three and a half million cars. Already foreign sales are showing a steady increase.

Here are some notes from advance reports of the industry's research laboratories:

There will be a further development in spring designing with an increased effort to get the passenger "off the axles," so that he may ride between them with greater comfort.

Cars will be wider so that passengers may have more room—a three-passenger seat will really seat three persons.

Driving will be made easier through improvements in transmission.

Tires will be bigger—up to six-inch diameter even on small cars.

Brakes will be made more effective because speed will be higher.

Here's the way it runs: better roads make possible, even inevitable, higher speed, but higher speed makes necessary better and more powerful brakes.

The buying drive will be toward the lower price cars, Fords, Chevrolets, Plymouths. These cars may move up in price while cars at a little higher price will tend to move down. It is probable that we shall in the next few years see two general classes of cars; the low priced from \$500 to \$750; the luxury car from \$2,500 up.

That's the picture of the car—a faster, broader lower-swung car with higher power engines—a car even in the low priced class that can make seventy-five miles an hour with safety—safety, that is, if the roads are right.—Nation's Business.

The survey of business recently made by the National Retail Dry Goods Association shows that the most notable increases in dollar sales were reported by stores in the South, Southwest and on the Pacific Coast. The smallest gains were in New England, where the increase was two per cent. Middle Atlantic States reported a gain slightly more than four per cent; Middle West, 5.5 per cent; the South, eleven per cent; the Southwest, eleven per cent, and the Pacific Coast, 12.5 per cent.



# MERCANTILE NATIONAL BANK

AT DALLAS

## STATEMENT OF CONDITION

*As of December 31, 1934*

### RESOURCES

Cash and Exchange	\$7,271,498.89
U. S. Government Bonds	3,487,132.89—\$10,758,631.78
U. S. Government Bonds to Secure Circulation	500,000.00
5% Redemption Fund with U. S. Treasury	25,000.00
Stock in Federal Reserve Bank	67,800.00
Other Bonds and Securities	1,800,014.78
Loans and Discounts	6,339,888.50
Vaults, Furniture and Fixtures	155,886.92
Other Real Estate	78,963.69
Temporary Fund, Federal Deposit Insurance Corporation	15,064.56
Charged Down Real Estate and Stock of Security Affiliate	1.00
<b>Total</b>	<b>\$19,741,251.23</b>

### LIABILITIES

Capital Stock—Preferred	\$ 1,000,000.00
Capital Stock—Common	1,000,000.00
Undivided Profits	351,853.77
Reserve for Preferred Stock Dividend	16,666.67
Reserve for Common Stock Dividend	25,000.00
Reserve for Taxes and Interest	6,218.80
Circulation	500,000.00
<b>Deposits:</b>	
Individual	\$9,650,297.20
Banks and Bankers	5,711,293.74
U. S. Government	1,479,921.05
<b>Total Deposits</b>	<b>16,841,511.99</b>
<b>Total</b>	<b>\$19,741,251.23</b>

## Officers and Committees

(Continued from Page 5)

### Common Carriers Committee

A. M. Matson, chairman; L. M. Jordan, Ralph Kinsloe, A. H. Bailey, W. T. Davis, F. M. Mayer, J. Tom Wells, B. F. McLain, H. K. Maas, E. C. Grant.

### Public Expenditures in Dallas County Committee

C. A. Jay, chairman; Judge H. E. Spafford, George O. Wilson, W. B. Head, Dr. W. F. Hauhart, J. B. Adoue, Warren Jones, R. D. Suddarth, George M. Easley, R. H. Gamble, S. L. Randlett, Lancaster; J. A. Moore, Grand Prairie; Sam P. Harben, Richardson; A. R. Davis, Garland; E. P. Simmons, Rae E. Skillern, W. J. Wyatt.

### City Beautification Committee

Herbert Marcus, chairman; Mrs. Gross R. Scruggs, Mrs. Charles R. Moore, Mrs. Murrell Buckner, George B. Dealey, Bishop Harry T. Moore, Arthur L. Kramer, Alfred O. Andersson.

### City and County Government Committee

C. F. O'Donnell, chairman; A. R. Davis, Garland, vice-chairman; Dr. Edward Cary, Alex Weisberg, Eupene P. Locke, W. M. Holland, Sam P. Harben, Richardson; Sam Randlett, Lancaster; John Davis, Mesquite; J. T. Rhoten, Carrollton; Dr. Monroe Gilbert, Irving; Arthur L. Kramer, James D. Fowler, W. A. Brundidge, Grand Prairie.

### National Legislative Committee

L. B. Denning, chairman; Martin B. Winfrey, George O. Wilson, George Waverley Briggs, T. E. Jackson, W. A. Green, Jr., C. S. Dawley.

### Public Improvement Committee

Z. E. Marvin, chairman; Herbert Marcus, J. B. O'Hara, Earl B. Smyth, Karl Hoblitzelle, Ernest R. Tennant, Herman Philipson, D. A. Parrish, Edward Titcher, Harry Olmsted.

### Citizenship Contact and Attendance Committee

John J. Kettle, chairman; Ben Ball, Beeman Fisher, Clyde Stewart, R. N. Ballew, Jerry Spring, Jake Golman, Milton Brown, C. R. Miller, Ellis Day, Oscar Bruce, Joe F. Kempton.

### Subscription and Budget Survey Committee

Arthur L. Kramer, chairman; A. M. Matson, F. F. Florence, Ernest R. Tennant, Nathan Adams, J. B. Adoue, Charles E. Turner, A. H. Bailey, C. F. O'Donnell, R. L. Thornton.

### Convention Committee

John Massenberg, chairman; John J. Kettle, A. W. Hogue, Mabry Seay, D. A. Little, Tom H. Owens, E. C. Wallis, Allen Merriam, B. B. Brown, R. B. Dunn, A. R. Marquis, Hayden Hudson, Otis M. Harrison, Lawrence Mangold, Houston Nichols, Kemp Burge, G. C. Collier, A. C. Ater, W. S. Henson, Richard Haughton, Marion Newman, Carl Callaway, R. G. Storey, Dr. Tate Miller, Dr. L. A. Crabb, Bryce L. Twitty, O. H. Mann, Mack Hargrave, Dr. Thomas F. Gallaher, J. C. Dunton.

## Texas Oil Industry Growth Spectacular

In 1909 the states of the Gulf Southwest (Texas, Oklahoma, Arkansas, Louisiana and New Mexico) furnished only four per cent of the total value of the products of mines and quarries of the Nation (in that year the value of minerals produced in Oklahoma was two and a half times that for Texas); in 1932 these states furnished 29.5 per cent of the total value of the mineral products of the United States. In 1932 the Middle Atlantic States furnished 29.8 per cent of the total national mineral production. In 1932 the total value of Pennsylvania's mineral products amounted to 425 million dollars as compared with 390 million dollars for Texas. (All figures from United States Bureau of Mines.)

These data illustrate in a broad sense the spectacular growth of the oil industry in Texas and the other states of the Gulf Southwest. It should be pointed out, too, that minerals in the Middle Atlantic states are produced literally at the front door of the greatest market in this country, and, as far as minerals are concerned, the greatest market in the world; on the other hand, such minerals as are marketed in Northeastern United States from the Southwest have to be transported long distances and at considerable cost. In spite of this handicap, however, the production of minerals in the southwestern states has risen rapidly, and especially has this been true since the War.

Since the Southwest bulks so large in value of its mineral production, it is no wonder that this section is commanding considerable national attention. And since oil makes up such a large proportion of the value of minerals produced in the Southwest, it is not difficult to understand the attention that the oil industry is receiving.

Furthermore, due to the place oil and its products occupy in the economic activities of the United States—most of which has been a rapid development—it may be said that as a nation we are becoming "oil-minded."

### World Aspects

"Oil-mindedness," however, is not by any means limited to the United States. World coal production, interrupted in 1914, did not take a definite turn upward above the 1914 level until about 1926. In the United States, coal production has had a slightly declining trend since 1912; in the United Kingdom, coal production has hardly held its own since 1909; in Germany, only, of the three major coal-producing countries of the world, has coal production definitely risen above the pre-War level, and that did not occur until 1925.

In the case of oil production, however, reflections of no such vicissitudes are encountered. It is true that Russian oil production decreased during the War and in the immediate post-War period, but this decrease was more than counteracted by the rapid rise of Mexican oil



## STATEMENT OF CONDITION

*At the Close of Business December 31, 1934*

### ASSETS

Cash on Hand and Due from Banks .....	\$ 39,928,306.98
United States Securities Owned .....	18,444,533.25
Stock in Federal Reserve Bank .....	300,000.00
Other Stocks and Bonds .....	3,625,875.61
Loans and Discounts .....	37,928,905.53
Furniture and Fixtures .....	246,866.29
Real Estate and Banking House .....	2,465,016.06
Other Real Estate .....	1,320,776.85
Other Assets .....	57,765.75
<b>Total .....</b>	<b>\$104,318,046.32</b>

### LIABILITIES

Capital Stock .....	\$ 8,000,000.00
Surplus Fund .....	2,000,000.00
Undivided Profits, Net .....	1,383,905.36
Reserved for Taxes, Etc. ....	181,501.87
Circulation .....	2,900,000.00
<b>Deposits—</b>	
Individual .....	\$52,999,372.89
Banks and Bankers .....	25,195,880.52
U. S. Government .....	11,657,385.68
89,852,639.09	
<b>Total .....</b>	<b>\$104,318,046.32</b>

**First National Bank**  
IN DALLAS

STATEMENT OF CONDITION

*of the*

**Republic**

**National Bank and Trust Co.**

DALLAS, TEXAS

*At Close of Business December 31, 1934*

**RESOURCES**

Loans and Discounts .....	\$19,869,816.89
Bills of Exchange and Bankers Acceptances .....	2,814,760.10
Acceptances—Customer's Account .....	800,000.00
Banking House .....	1,975,000.00
Other Real Estate .....	593,000.00
Furniture and Fixtures .....	198,000.00
Other Assets .....	31,317.72
Stock in Federal Reserve Bank .....	210,000.00
U. S. Government Securities .....	20,024,415.81
State, Municipal and Land Bank Securities .....	3,481,957.91
Other Bonds and Securities .....	1,479,210.84
Cash in Vault and with Banks .....	21,249,488.42
<b>TOTAL .....</b>	<b>\$72,726,967.69</b>

**LIABILITIES**

Capital—Common .....	\$4,000,000.00	
Preferred .....	2,000,000.00	6,000,000.00
Surplus .....	1,000,000.00	
Undivided Profits .....	100,000.00	
Reserved for Interest, Taxes, Contingencies, etc. ....	468,982.51	
Acceptances—Customer's Account .....	800,000.00	
Circulation .....	3,500,000.00	
<b>DEPOSITS</b>		
Individual .....	\$33,916,960.56	
Banks .....	16,658,275.43	
U. S. Government .....	10,282,749.19	60,857,985.18
<b>TOTAL .....</b>	<b>\$72,726,967.69</b>	

production which continued to rise until 1922; in 1931, Russian oil production had risen above its pre-War level. Also, Venezuela has had a rapid rise in oil production since 1925, and Persia a more gradual one, dating back to about 1915.

World oil production suffered no levelling off during the War or in the post-War years; from 1923 to 1929 world oil production was not far above its pre-War level; it had attained its pre-War trend of production. The yearly increase of world oil production for several decades averaged 8.4 per cent! And during these several decades, at least since 1890, the period of doubling production is 8.6 years! During the 10-year period ending with 1933 the world had actually produced more oil than in all preceding history. Moreover, according to an eminent European authority on mineral economics, "A sharp rise of the production curve (of oil production) is to be expected when the economic situation of the world improves."

**Trends in World Power Production**

Until about 1913 the bulk of the world's power production had been contributed from the utilization of coal; from 1913 to 1922 the trend in the amount of coal for world power production was definitely downward—while that of oil for this purpose was very definitely upward. Since 1922 the trend of coal used in world power production, though upward, is much less so than in the pre-War years; since 1922 the trend of world power production has practically paralleled the trend of pre-War years. In fact, world power production held its own from 1913 to 1922, whereas, as already noted, world coal production decreased considerably. In 1929 world power production had attained the highest mark in history—but in 1929 and since a very considerable share was contributed from the utilization of oil and water power.

The striking fact illustrated by these trends is the rapid rise of oil and the fact that oil production suffered no setback during the War or in the immediate post-War years; the relative importance of coal for power production is declining; that of oil is rising rather rapidly—so much so that it is substantially gaining on world coal production. The coal industry is coming to regard coal as a raw material for chemical industries and from which a multitude of products are being produced; particularly is this true in Germany.

The above-mentioned facts and trends have been pointed out previously. Because of the high position Texas and the Gulf Southwest have attained in the mineral production of the Nation and particularly on account of the vast reserves of oil Texas possesses, a reiteration of these things in brief outline may not be out of place in helping make the people of Texas more "oil-minded"—in the sense they will come to appreciate the great economic importance of Texas oil reserves.

Is it any wonder that oil companies from far and near are literally scrambling over themselves for Texas acreage?



## Travel to Mexico to Benefit Dallas

With the completion of a paved highway to Mexico City, American tourist travel to Mexico is expected to be heavier during 1935 than ever before. With its network of highways leading to all parts of the United States, Dallas will derive much benefit from this travel, as a large majority of the tourists will pass through Dallas en route to and from Mexico.

The following description of Mexico as a tourist country is furnished by the Mexican Ministry of Foreign Affairs:

"There is no country in the Americas possessing such numerous and varied attractions for the tourist as Mexico.

"Her exceptional geographical situation, halfway between the great countries of the north and southerly nations of the Continent, and to one side of the Caribbean, makes her easily and cheaply accessible.

"Along Mexico's coasts there are delightful spots with excellent fishing and abounding in game, where good accommodation for the traveler may be found. Roads, telegraphs, telephones, airplanes and railroads afford communication with the interior of the country. Some of these places, strung along the Gulf coast from Matamoros to Yucatan, such as Miramar, at Tampico, Villa del Mar, Boca del Rio and Chachalacas at or near Veracruz, Lerma at Campeche and Progreso, off the coast of Yucatan, are especially delightful. Nor is the Pacific Coast, from Lower California down to Acapulco, less richly endowed with picturesque beaches.

### Of Great Historical Interest

"So far as historical interest is concerned Mexico is assuredly the wealthiest Nation on the Continent, as having been Spain's favorite colony, government and social life were more intense than in any of the others. The Spaniards dotted her vast territory over with cities and towns and left their imprint in the shape of buildings, streets, gardens and massive public works. The capital of the Republic, for instance, is a lordly city, not quite like any other on the Continent, as its houses are variegated examples of Spanish architecture of the sixteenth, seventeenth and eighteenth centuries, as are its churches, monasteries and chapels. Mexico's atmosphere breathes reminders of past greatness, as does that of other towns where positive architectural marvels may be admired, the most notable being Puebla, famous for glazed tiles, Guadalajara for graceful women, Quenataro, where the Emperor Maximilian was executed and abounding in beautiful churches, San Luis Potosi, Tlaxcala, Zacatecas and Morelia, the magnificent cathedral of the last-named being symbolical of past splendor.

"Nor are those fascinating and massively built cities lacking in modern accommodations, and the tourist will find good hotels, automobile service and

## REPORT OF THE CONDITION OF THE

# Dallas Bank and Trust Company

(Established 1903)

DALLAS, TEXAS

At the Close of Business, December 31, 1934

### RESOURCES

Loans and Discounts	\$ 3,547,308.02
Stock in Federal Reserve Bank	45,000.00
Payment to Temporary Federal Deposit Insurance Fund	14,346.63
Bonds and Stocks	642,776.91
Bank Building (Main Street through to Commerce Street)	1,525,000.00
Furniture, Fixtures, Equipment, and Vaults	69,750.00
Other Real Estate	91,898.50
U. S. Government Bonds & Certificates	\$6,065,687.45
Municipal Bonds	535,469.11
Cash on Hand and on Deposit with Banks	6,164,893.84
	12,766,050.40
Total Resources	\$18,702,130.46

### LIABILITIES

Capital Stock	\$ 1,000,000.00
Surplus	500,000.00
Undivided Profits	243,997.25
Reserves:	
For Taxes	13,256.65
For Depreciation—Bank Building	20,000.00
For 2% Quarterly Dividend No. 137, Payable Jan. 1, 1935	20,000.00
Deposits:	
Individual	\$8,551,006.82
Banks and Bankers	4,356,108.77
U. S. Government	3,997,760.97
Total Deposits	\$16,904,876.56
Total Liabilities	\$18,702,130.46

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postal and telegraphic communications. Their surroundings are charming and there Indians may be seen busy at their ancient crafts, such as pottery, wool and cotton spinning, etc., the product of which makes acceptable souvenirs. Guernavaca, quite close to the capital, and Taxco not much farther off, are constantly thronged tourist resorts. The first-named boasts the palace of no less a person than Hernan Cortez and the latter a magnificent church, while there are first-class hotels in both of them.

#### Relics of Past Civilizations

"If the traveler be interested in archaeology or prone to indulge in scientific speculation, Mexico offers him numberless opportunities. From one end of her territory to the other, she is dotted over with relics of past civilizations. The richest museum is that at Mexico City, where the renowned "Aztec Calendar" and other stone monuments, and gold, jade, amber, turquoise and other artefacts may be inspected. But a few miles away are the pyramids of San Juan Teotihuacan, reminiscent of those of ancient Egypt, and near Puebla another pyramid, that of Cholula. Both these places can be comfortably reached over good roads. Yucatan can show the famed ruins of Chichen-Itza, where the Carnegie Institute, in combination with the Mexican Government, is carrying out extensive exploration work, and at Oaxaca Monte Alban, whence came the famed artefacts exhibited at Chicago.

"Roads are absolutely safe and the tourist can without fear stop off anywhere he pleases, and visit villages and haciendas exhibiting primitive or old-fashioned aspects of Mexican life, of entrancing interest. In the so-called 'hot country' nature as she only shows herself in the Tropics shines forth in luxuriant vegetation, red tiled roofs contrasting with the vivid metallic green of dense foliage, while game abounds, which it also does on the semi-desert northern steppes and mountain ranges.

"The City of Mexico, the population of which is well past the million mark, is one of the finest capitals of the New World both on account of its reminiscences of past splendor and its modern progress. The residential quarters are on a par with those of the most advanced cities of Europe, and hotels leave nothing to be desired. The new Theater is the most sumptuous on the Continent, and movies, gardens and amusement centers abound on all sides.

"Mexico is easily reached from the United States, by rail, road, sea or air, with special facilities for tourists, which are likewise afforded them by the Mexican Government, so that they have no trouble either on the border or when arriving by sea. The same steamer and air plane services afford communication with Cuba and Central and South America."



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C. L. DOWLEN

##### Assistant Cashiers

TOM B. FISHER  
GRAY I. THOMAS

## CONDENSED STATEMENT OF THE CONDITION OF THE LIBERTY STATE BANK

DALLAS, TEXAS

At the Close of Business December 31, 1934

#### RESOURCES

Loans and Discounts	\$ 803,564.79	
Overdrafts	8,844.60	
Furniture and Fixtures	19,337.03	
Banking House Improvements	6,855.65	
Other Real Estate Owned	59,505.00	
F. D. I. C. Temporary Account	2,806.72	
County and Municipal Bonds and other Securities	\$ 388,925.41	
U. S. Government Securities	706,653.45	
Cash in Vault and with Other Banks	437,213.43	1,532,792.29
Customers' Securities		32,375.00

**TOTAL** \$2,466,081.08

#### LIABILITIES

Capital Stock	\$ 150,000.00	
Capital Debentures	100,000.00	250,000.00
Surplus Earned		20,000.00
Undivided Profits—Net	10,000.00	
Reserved for Contingencies, Insurance, etc.	21,747.54	31,747.54
Deposits: Individual	1,458,853.80	
U. S. Government	195,996.59	
Municipal Funds	132,426.56	
State Funds	341,621.06	
Bank Deposits	3,060.53	2,131,958.54
Customers' Securities Deposited		32,375.00

**TOTAL** \$2,466,081.08

Quarterly Dividend of 2% paid December 20, 1934.

All current taxes and insurance paid for 1934.

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#### STATEMENT OF

## THE NATIONAL BANK OF COMMERCE

DALLAS, TEXAS

As made to the Comptroller of the Currency at the Close of  
Business December 31st, 1934

#### RESOURCES

Cash in Vault, with U. S. Treasurer and Other Banks	\$3,051,529.24
U. S. Government Bonds, U. S. Treasury Certificates and Notes	1,354,549.84
State, County and Municipal Bonds	266,244.07
Other Bonds, Stocks and Securities	370,097.95
Loans and Discounts	734,437.66
Real Estate, Banking House and Vaults	137,815.00
Furniture and Fixtures	5,000.00

**TOTAL** \$5,919,673.76

#### LIABILITIES

Capital Stock	\$ 150,000.00
Surplus and Undivided Profits	200,000.00
Reserve for Depreciation, Interest, Taxes, etc.	49,371.13
Circulation	150,000.00
DEPOSITS	5,370,302.63

**TOTAL** \$5,919,673.75



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## Nation Benefits From Gasoline Industry

Dependence of the Nation's economic welfare upon the gasoline and automotive industries is revealed by latest figures of the United States Census Bureau, which show that one sixth of all persons engaged in wholesale, retail and service trades depend upon these industries for their employment and wages.

The Census Bureau's figures bear out the statement recently made by Roger Babson in which he warned legislators against increasing motor taxes, since they would affect adversely the automotive industries upon which the prosperity of the Nation largely depends.

The Bureau's figures show 383,347 of the 2,133,437 wholesale, retail and service establishments operating in the United States in 1933 relied entirely upon sales to owners and operators of motor vehicles. The total payroll for all wholesale, retail and service trades amounted to \$5,058,803,000. Approximately sixteen per cent of this amount, \$801,006,000, was paid out by the automotive and petroleum industries.

Firms making automotive and allied sales exclusively had 655,012 full-time employees last year and provided part-time employment for 101,137 persons. There were 6,303 firms wholesaling automotive products exclusively; 28,421 wholesalers of petroleum and its products; 30,646 retail motor vehicle dealers; 16,027 retail dealers in accessories, tires and batteries; and 170,404 filling stations.

## 1934 Gasoline Taxes Reach New High

State and Federal gasoline taxes cost American motorists a new high total of \$730,000,000 in 1934, it is reported by the American Petroleum Industries Committee.

Preliminary estimates of state gasoline taxes, made by the American Petroleum Institute's Department of Statistics, placed total state collections at \$560,000,000, also a new high record. In addition, the committee estimates motorists paid \$170,000,000 in Federal gasoline taxes.

These tax payments, which the committee said do not include county and municipal gasoline taxes levied in some states, lifted to a grand total of \$4,152,423,281 the cost of gasoline taxation since this tax first was adopted as a means of financing roads by Oregon in 1919.

State collections, based upon direct reports from the states, were nearly \$42,000,000 above 1933 official collections of \$518,195,712. Federal collections declined only about \$11,000,000 despite a reduction of the Federal tax rate of one cent per gallon from one and one-half cents on January 1, 1934.

"The increase in collections," it was said by Baird H. Markham, director of the committee, "is due as much to increased efficiency of collection efforts as to increased consumption. States

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have strengthened their tax laws, enlarged their tax-collecting agencies, and penalized by fines and imprisonment those who have evaded tax payments. Tax collectors also have co-operated through the instrumentality of regional conferences set up by the North American Gasoline Tax Conference to the end that every state may have every dollar of gasoline taxes due it.

"Only two states imposed higher tax rates during the year, an indication that the productiveness of this levy is due less to the rate than to the completeness of collection."

**Estimated 1934 Gasoline Tax Collections by States, With Official 1933 Net Collections**

State	1934	1933
Alabama	\$ 9,370,000	\$ 8,033,141
Arizona	3,110,000	2,679,032
Arkansas	7,050,000	5,989,429
California	35,780,000	35,217,162
Colorado	6,125,000	5,324,996
Connecticut	4,960,000	4,511,630
Delaware	1,260,000	1,127,330
District of Columbia	2,040,000	2,082,346
Florida	16,320,000	14,249,308
Georgia	14,610,000	12,634,513
Idaho	3,220,000	2,282,370
Illinois	30,470,000	27,833,011
Indiana	18,270,000	16,283,202
Iowa	12,080,000	9,372,343
Kansas	8,360,000	7,731,819
Kentucky	9,180,000	8,314,659
Louisiana	8,850,000	8,155,436
Maine	4,525,000	4,080,371
Maryland	8,130,000	7,207,749
Massachusetts	17,620,000	16,377,352
Michigan	20,400,000	19,458,458
Minnesota	10,580,000	10,014,857
Mississippi	5,720,000	5,801,725
Missouri	9,450,000	9,081,135
Montana	4,175,000	2,751,303
Nebraska	8,690,000	7,706,261
Nevada	1,830,000	695,653
New Hampshire	2,810,000	2,349,849
New Jersey	16,925,000	16,397,386
New Mexico	2,500,000	2,265,510
New York	43,750,000	43,344,695
North Carolina	17,020,000	14,769,602
North Dakota	1,900,000	1,932,951
Ohio	27,120,000	33,939,981
Oklahoma	10,700,000	10,064,685
Oregon	8,180,000	6,343,891
Pennsylvania	32,890,000	30,739,117
Rhode Island	2,150,000	1,880,972
South Carolina	7,820,000	6,679,326
South Dakota	3,650,000	3,346,015
Tennessee	14,160,000	12,979,882
Texas	32,650,000	28,479,350
Utah	2,480,000	2,188,998
Vermont	1,910,000	1,766,152
Virginia	12,960,000	11,082,040
Washington	11,980,000	10,863,214
West Virginia	5,830,000	4,919,664
Wisconsin	16,670,000	15,169,426
Wyoming	1,770,000	1,405,415

Total U. S. \$560,000,000 \$518,195,712

**Texas Leads States in Farm Income**

Texas led all states in the total cash income of farmers during 1934, according to a Nation-wide estimate made by the United Press. The ten leading states, with their 1933 and 1934 incomes, were:

	1934	1933
Texas	\$450,000,000	\$443,000,000
Iowa	398,175,000	325,775,000
California	351,000,000	297,000,000
Missouri	287,000,000	255,430,000
North Carolina	266,449,000	194,390,000
Pennsylvania	245,458,000	207,283,000
Minnesota	223,704,000	174,766,000
Ohio	202,000,000	167,000,000
Illinois	181,879,000	148,532,000
Wisconsin	176,915,000	122,014,000

Dallas ranked second in a list of seventy major cities in holiday trade gains over last year, according to a report of the National Retail Dry Goods Association. Norfolk, Va., led the list with a three-tenths of one per cent lead over Dallas.

DALLAS, January, 1935

**BARROW, WADE, GUTHRIE & CO.**

(Established 1893)

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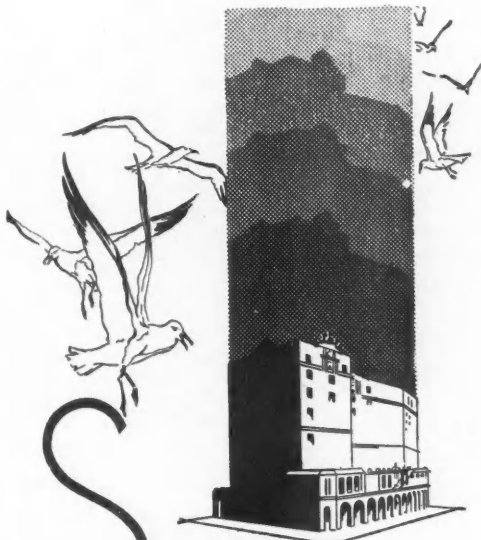
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There is American Telephone and Telegraph Co., the parent organization, furnishing technical and business guidance to the 24 operating companies.

There is Bell Laboratories, the research organization, constantly seeking better and more economical methods and equipment.

There is Western Electric, the supply unit, buying and manufacturing at a cost in most cases below what would be paid in competitive markets.

Each of these units stands behind the men and women who give you your local telephone service. Each is dedicated to the fundamental and enduring Bell System policy of giving good telephone service, at a fair cost to the user.

Back of this policy lies our belief that in an undertaking such as ours, planned for the long run, what is best for the telephone user becomes in the end the course that will bring us the sounder, more enduring success.

SOUTHWESTERN BELL  
TELEPHONE COMPANY



## Junior Chamber News

### 1935 Officers and Directors Elected

The first meeting of the newly elected board of directors of the Junior Chamber of Commerce gathered at the country estate of Henry Dorsey, its host, on the evening of December 20 and proceeded with the election of officers for 1935.



M. B. Hargrave

Mack B. Hargrave was selected as the new president. He has been a member of the organization for four years and has served as National Councillor, director of the Texas Junior Chamber and the Dallas Junior Chamber, and vice-president of the Dallas Junior Chamber for the past year. He is city superintendent of the Postal Telegraph Company.

The other officers who will serve as officers for the new year are: vice-presidents, Hugh Dunlap, James Stewart and Chester Cole; secretary, Roy W. McDonald; treasurer, Phil Kirchain.

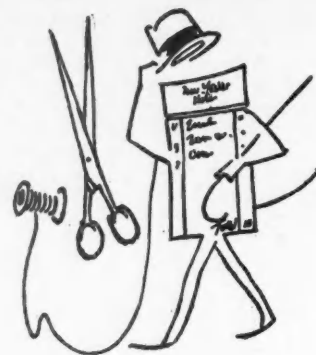
The twenty members elected to the board of directors for the ensuing year include the officers and the following: Herbert Bonney, Scott Bower, W. O. Cooper, Dick Fuller, Ed Greer, Bob Hancock, W. E. Mitchell, Bob Olmsted, Bob Perry, Fred Poston, R. B. Rinehart, Russell Smith and A. W. (Bill) White.

### Jaycee Office Gets New Furniture

Rounding out the old year the 1934 board of directors, at a called meeting December 28, made its last official action, the appropriation of a substantial sum of money for the purchase of new furniture for the Jaycee office on the first floor of the Chamber of Commerce Building. The furniture selected is a beautiful new walnut and the design quite becoming to the eye.

### Junior Chamber to Lose Secretary

It is with much regret to the entire membership that Mrs. Uneta Brown is resigning her post as office secretary. Mrs. Brown has served faithfully in this position since 1929 and has become indispensably a part of the Dallas Junior Chamber of Commerce. The entire office personnel in the Chamber of Commerce Building, as well as her many other friends, will feel the loss of Mrs. Brown.



## FASHION NOTE:

*Light-weight checks are in favor now at the Hotel Adolphus Main Dining Room.*

We present only modest, light-weight checks for meals in our Main Dining Room . . . and no wonder they're in general favor! Tempting meals . . . pleasant concert music. Better start a satisfying and thrifty habit today . . . and drop in.

### BREAKFAST

30c, 40c, 50c,  
60c, 75c

### LUNCHEON

55c, 65c, 75c, 80c,  
85c, 90c

### DINNER

65c, 75c, 85c, \$1  
and then by easy stages up to  
\$1.75

## HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Directed by National Hotel Management Co., Inc.  
Ralph Hitz, President



## Annual Award to Be Given

The annual award to the outstanding young man of Dallas during 1934 has been sponsored by the directors of the Junior Chamber and will be awarded at the Inaugural Ball January 23. A committee under the direction of Pat Mallia is accepting all candidates suggested by citizens of Dallas and is turning these over to a group of prominent citizens who have been appointed as judges. The award will be a loving cup with an appropriate inscription.

## Christmas Tree for Newsboys and Industrial Home

The annual Christmas tree for the newsboys and the Industrial Home was presented by the Jaycees on the evening of December 22. Two hundred forty-eight presents were distributed. The pleasure that these boys received was so evident that no one present could feel otherwise than grateful for the opportunity to present the Christmas tree.

## Oil Men's Calendar for 1935

The following list of meetings for the first half of 1935 is published for the information of Dallas oil men who may be interested in attending:

### JANUARY

- 14-17—Society of Automotive Engineers, Annual Meeting, Book Cadillac Hotel, Detroit, Mich.
- 17-18—Northwest Petroleum Association, Minnesota Division, West Hotel, Minneapolis, Minn.

### FEBRUARY

- 1-8—Kentucky Petroleum Marketers Association, Louisville, Ky.
- 12-14—Ohio Petroleum Marketers Association, Annual Meeting, Deshler-Wallick Hotel, Columbus, Ohio.
- 18-21—American Institute of Mining and Metallurgical Engineers, Annual Meeting, New York (Petroleum Division).

### MARCH

- 21-23—American Association of Petroleum Geologists, Wichita, Kans.

### APRIL

- 11-13—Petroleum Industry Electrical Association, Baker Hotel, Dallas, Texas.
- 22—American Chemical Society, Semi-Annual Meeting, New York.
- Kansas Oil Men's Association, Wichita, Kans.

### MAY

American Institute of Chemical Engineers, Semi-Annual Meeting, Wilmington, Del.  
Natural Gasoline Association of America, Tulsa, Okla.

### JUNE

- 20-21—Pennsylvania Grade Crude Oil Association, Annual Meeting, State College, Pa.
- 24-28—American Society for Testing Materials, Annual Meeting, Book Cadillac Hotel, Detroit, Mich.

### AUGUST

American Petroleum Equipment Supplies Association, place to be named later.

Dallas has been selected as administrative zone headquarters by Sears, Roebuck & Company in a new set-up that divides the country into four zones for administrative purposes. C. R. Roberts, manager of the company's Texas stores, will be in charge of the entire zone, which embraces Texas, Colorado, Utah, Arizona, New Mexico, Oklahoma, Missouri, Kansas, Arkansas and Louisiana. Supervision will be transferred from general headquarters in Chicago to the zone headquarters.

DALLAS, January, 1935

# HESSE ENVELOPE OF TEXAS COMPANY

ENVELOPE MANUFACTURERS  
VERTICAL FILE FOLDERS

Tailors **S. KOENIGSBERG, Inc.** Importers

*Catering to Those  
Who Want the Best*

Phone 7-1653

1310 Main Street

# THE PLUS FACTOR » »

## SHAW WALKER EXTRA VALUES

- STRENGTH
- BEAUTY
- EASY OPERATION
- NOISELESSNESS
- EXTRA CAPACITY

4 DRAWER LETTER FILES

**\$17<sup>30</sup> to \$51<sup>00</sup>**

See the Complete Line in Our Store

*Exclusive Dealers*

## CLARKE & COURTS

OFFICE SUPPLIES

Phone 2-4164

1506-08 Young St.

Dallas, Texas



## STATEMENT OF THE CONDITION OF Texas Bank & Trust Company

DALLAS, TEXAS

At the close of business December 31, 1934

RESOURCES	
Loans and Discounts	\$ 545,936.56
Stocks	5,025.80
Overdrafts	118.00
Furniture and Fixtures	21,749.72
Other Real Estate Owned	3,000.00
School Warrants	9,462.81
Prepaid Interest	307.65
Other Resources	1,756.74
U. S., Municipal and Other Bonds	\$243,589.01
Cash and Exchange	425,310.95
Total Cash and Quickly Available Assets	668,899.96
<b>TOTAL RESOURCES</b>	<b>\$1,256,257.24</b>
LIABILITIES	
Capital Stock—Common	\$125,000.00
Capital Stock—Debentures	100,000.00
Undivided Profits	14,611.90
Reserve for Contingencies	4,819.93
Individual Deposits	\$973,656.15
Bank Deposits	38,169.26
Total Deposits	1,011,825.41
<b>TOTAL LIABILITIES</b>	<b>\$1,256,257.24</b>

## STATEMENT OF CONDITION OF THE DALLAS MORRIS PLAN BANK

DECEMBER 31, 1934

RESOURCES	
Loans and discounts on personal or collateral security	\$ 676,802.00
Securities of United States, any State or political sub- division thereof	267,306.57
Furniture and fixtures	7,000.00
Cash in vault and balance with other banks subject to check on demand	55,147.11
<b>TOTAL</b>	<b>\$1,006,255.68</b>
LIABILITIES	
Capital Stock	\$ 100,000.00
Undivided profits, net	71,597.03
Reserve for interest, taxes, losses, etc.	36,347.24
Investment certificates of deposit	533,046.05
Payments on certificates hypothecated to retire loans at maturity	264,909.43
Other liabilities, customers' cash	355.93
<b>TOTAL</b>	<b>\$1,006,255.68</b>

BUDGET PAYMENT LOANS TO EMPLOYED  
MEN AND WOMEN and SMALL BUSINESS FIRMS

UNDER SUPERVISION TEXAS STATE BANKING DEPARTMENT

## Trade With Mexico Shows Increase

Laredo, leading Mexican port of entry, reports a thirty-seven per cent increase in exports to Mexico in 1934 and a 210 per cent increase of importations from Mexico.

Total exports through Laredo during 1934 amounted to 5,213 carloads, compared with 3,800 during 1933, according to an estimate by the Corrigan Dispatch Company. Imports not only increased over 1933 but exceeded exports, totaling 5,920 carloads, against only 1,913 last year.

Heavy imports of corn accounted for the sharp increase in Mexican shipments to this country, with a total of 950 carloads received during December, alone, out of total imports of 1,189 cars for the month. Shortage of feed stuffs in the United States, resulting from the drouth, have caused the heavy purchases of Mexican feed.

Silver service buttons for two residents of Dallas who have completed twenty-five years in the packing industry have been issued by the Institute of American Meat Packers. Winners of the buttons are Andrew H. Hilgert and Louis E. Stuck of the Armstrong Packing Company. The buttons were awarded at a recent convention of the Institute, held in Chicago.

One cow-hand said  
"Give me a key to the  
front door... I'll be  
out late tonight."



When a customer checks in at any of the Hilton Hotels, that hotel becomes his home. We expect him to feel at home, to act accordingly.

But there is this great difference: There is always somebody to do your bidding—day or night. The latch-string is always out.

The Hilton "Minimax" policy—minimum cost for maximum service and comfort—goes on and on. You'll enjoy your stay at any Hilton Hotel.

Never changing rates: \$2.00, \$2.50 and \$3.00

*The* **HILTON HOTELS**  
of Texas

## Census of Service Establishments

Service establishments, places of amusement and hotels in Dallas County did a total business of \$11,707,000 during 1933, according to a report issued by the United States Bureau of the Census.

Business done by places of amusement totaled: Dallas County, \$2,090,000; Harris County, \$1,908,000; Bexar County, \$1,223,000, and Tarrant County, \$832,000.

Total business by hotels was: Dallas County, \$2,874,000; Harris County, \$3,098,000; Bexar County, \$1,188,000, and Tarrant County, \$976,000.

In Dallas alone were eleven domino parlors with \$30,000 in receipts and thirty-one theaters doing annual business totaling \$1,715,000.

In the city of Dallas alone there were 1,268 establishments with total receipts of \$6,577,000, employing 1,361 proprietors and 2,334 workers. Total payroll for Dallas was \$2,268,000, including \$130,000 paid to part-time workers.

The following is a tabulation of major types of service establishments in Dallas proper:

	No. of Firms	Total Receipts
Barber shop.....	296	\$737,000
Beauty parlors.....	152	593,000
Cleaning, dyeing, pressing plants.....	255	800,000
Funeral directors, embalmers.....	12	566,000
Photographic studios.....	19	133,000
Shoe repair shops.....	101	282,000
Shoe shine parlors, hat cleaners.....	26	23,000
Other personal services.....	17	43,000
Adjustment, credit bureaus, collection agencies.....	7	393,000
Cartage and trucking firms.....	36	391,000
Sign painting shops.....	14	72,000
Storage warehouses.....	14	838,000
Blacksmith shops.....	15	21,000
Tourist camps.....	5	20,000
Parking lots.....	58	346,000
Jewelry repair shops.....	30	79,000
Storage garages.....	18	91,000
Furniture repair shops.....	16	59,000

### Southland Hotel to Spend \$200,000

Plans for complete remodeling of the Southland Hotel, at an estimated cost of \$200,000, have been announced by Maco Stewart, owner. The eight-story, 200-room hotel is to be air conditioned throughout, fitted with new furnishings and renamed. Its appearance, inside and out, will be completely changed, and many new features will be added, including a dining room on the ground floor, facing on Commerce St.

All improvements will be completed in time for the Texas Centennial in 1936.

"Thorobreeding" is the name of a new weekly being published by the Thoroughbred Breeders' and Horsemen's Association of Texas. W. C. Stroube is president of the Association, E. F. Woodward, vice-president; Floyd West, treasurer, and Harry Howard, secretary. Publication offices are in Corsicana.

Rural retail sales for the South, including Texas, were 15.5 per cent higher during the first ten months of 1934 than during the same months in 1933, according to the Bureau of Foreign and Domestic Commerce.

## Hundreds of People Will Visit Your Office in 1935



### What Impressions Will They Get of You, Your Business and Your Product?

Hundreds or possibly thousands of people will visit your place of business in 1935. Will they find your EXECUTIVE OFFICES modern, comfortable and inviting, and your GENERAL OFFICE well equipped and efficient?

Since you, your associates and employees spend most of your day in the office, and since your offices are the reception room of your business, why not refurbish and redecorate them NOW . . .

. . . so that you, your associates and employees will do more and better work with less fatigue, and so those who visit your place of business in 1935 will receive a more favorable impression of you, your business and your product?

## STEWART OFFICE SUPPLY CO.

STEWART BUILDING

1521-23 COMMERCE STREET AT LANE ST.

DALLAS







*Let the Appointments of your Office serve as a True Index of your Business*

- Appropriate office appointments are definite business-building assets; the public is prone to form impressions from appearances; success radiates success.
- When a potential customer enters your office, make sure that his first impression of you and of your company is favorable.

## **THE DORSEY COMPANY**

*Printers, Manufacturing Stationers  
Lithographers • Office Outfitters*

COMMERCE TO JACKSON AT POYDRAS • DALLAS

